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Montana Communities Invited to Apply for 2004/2005 Community Tourism Assessment Program

Helena, MT - June 2, 2004 – Montana communities interested in assessing their tourism potential and the role tourism plays in their local economy are invited to apply for three positions open for the 2004/2005 session of the state's Community Tourism Assessment Program (CTAP). The deadline for submitting application is Monday, August 2, 2004, by 5 p.m.

CTAP is a 9-month "self help" program offered annually to three Montana communities by MSU Extension, the Montana Commerce Department and the University of Montana's Institute for Tourism and Recreation Research (ITRR). Local community action committees use the process and its facilitation services to analyze local resident attitudes about and interest in tourism, their community's tourism potential, gaps in visitor services, and the identification of affordable projects or actions that could strengthen the role tourism plays in the local economy.

For the 2004/2005 session of CTAP, two participation slots are reserved for rural communities, those under 15,000 residents, and one is reserved for an urban community. Since the program began in the early 90s, thirty-three Montana communities have completed the CTAP process.

The CTAP application forms and other information about the program are available on the Montana Commerce Department's Travel Montana Intranet site: www.travelmontana.state.mt.us/newsandupdates under the applications, regulations and form section. Interested community representatives can call the Commerce Department's Tourism Development Coordinator at 406-841-2795, or email victor@visitmt.com for more information.

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Editors: This press release is available for downloading from Travel Montana's Intranet website <travelmontana.state.mt.us> under News & Updates, press release section.